

This listing of claims will replace all prior versions, and listings, of claims in the application:

**The Status of the Claims**

1. (Currently Amended) A method comprising:

determining a probability that an audience member is in an audience of a program being viewed at a first location based on historical tuning information of the audience member during a corresponding time interval;

adding the audience member to a log of audience members for the program when the probability is greater than a threshold;

prompting the audience member to enter an audience member identification when the probability is less than the threshold; and

uploading the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

2. (Previously Presented) A method as defined in claim 1, further comprising: determining whether the audience member has already entered the audience member identification; and,

suppressing prompting of the audience member when the audience member has already entered the audience member identification.

3. (Previously Presented) A method as defined in claim 1, further comprising: waiting for passage of a predetermined amount of time from a previous prompting decision; and

determining a second probability that a second audience member is also in the audience of the program being viewed at the first location.

4. (Previously Presented) A method as defined in claim 1, further comprising determining the program being viewed at the first location.

5. (Previously Presented) A method as defined in claim 1, further comprising prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on.

6. (Previously Presented) A method as defined in claim 1, further comprising adding the audience member to the log of audience members for the program when the audience member enters the audience member identification.

7. (Previously Presented) A method as defined in claim 1, further comprising determining the probability that the audience member is in the audience of the program being viewed at the first location based upon a number of times that the audience member has viewed one or more programs at the first location during a corresponding day part.

8. (Previously Presented) A method as defined in claim 7, further comprising determining the probability that the audience member is in the audience of the program being viewed at the first location based upon the program being viewed at the first location during the corresponding day part.

9. (Cancelled)

10. (Previously Presented) A method as defined in claim 1, wherein the log of audience members identifies one or more additional audience members of the audience of the program.

11. (Previously Presented) A method as defined in claim 1, further comprising determining a second probability that a second audience member is in the audience of the program being viewed at the first location;

adding the second audience member to the log of audience members for the program when the probability is greater than the threshold; and

prompting the audience member to enter a second audience member identification when the probability is less than the threshold.

12. (Previously Presented) A method as defined in claim 11, wherein the audience member is in the audience of the program during a first time interval, the second

audience member is in the audience of the program during a second time interval, the second time interval at least partially overlapping the first time interval.

13. (Previously Presented) A method as defined in claim 1, wherein adding the audience member to the log of audience members when the probability is greater than the threshold occurs without prompting the audience member.

14. (Previously Presented) A method as defined in claim 1, further comprising: storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

15. (Previously Presented) A method as defined in claim 14, wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

16. (Previously Presented) A method as defined in claim 1, wherein determining the probability that the audience member is in the audience of the program being viewed at the first location comprises determining a variable as a function of a number of times that the audience member has viewed programs at the first location and a number of times that the audience measurement system was active.

17. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

18. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

19. (Previously Presented) A method as defined in claim 16, wherein the

determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

20. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

21. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

22. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

23. (Previously Presented) A method as defined in claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a SID and a number of times that the receiver was turned on by the SID.

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Cancelled)

30. (Cancelled)

31. (Cancelled)

32. (Cancelled)

33. (Cancelled)

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Previously Presented) A method as defined in claim 16, further comprising storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

38. (Previously Presented) A method as defined in claim 37, wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

39. (Cancelled)

40. (Cancelled)

41. (Previously Presented) The method of claim 16, further comprising prompting the audience member to enter the audience member identification when the variable is not equal to a current persons count and is greater than the threshold.

42. (Cancelled)

43. (Cancelled)

44. (Previously Presented) A method as defined in claim 1, wherein determining the probability that the audience member is in the audience of the program

being viewed at the first location comprises determining a likelihood based upon past audience composition and tuning habits.

45. (Cancelled)

46. (Previously Presented) A method as defined in claim 44, wherein the determination of the likelihood comprises determining by day parts probabilities that the audience member is in the audience.

47. (Previously Presented) A method as defined in claim 44, wherein the determination of a probability comprises determining by SID class probabilities that the audience member is in the audience.

48. (Previously Presented) A method as defined in claim 44, wherein the determination of the likelihood comprises determining a variable as a function of a number of times that the audience member has viewed programs at the first location and a number of times that the audience measurement system was turned on

49. (Previously Presented) A method as defined in claim 48, wherein the determination of a variable comprises determining by day part the variable as a function of the number of times that the audience member has viewed programs at the audience measurement system and the number of times that the audience measurement system was turned on.

50. (Previously Presented) A method as defined in claim 48, wherein the determination of a variable comprises determining by SID class the variable as a function of the number of times that the audience member has viewed programs at the first location and the number of times that an audience measurement system at the first location was turned on.

51. (Previously Presented) A method as defined in claim 48, further comprising prompting the audience member to enter the audience member identification when the variable is not equal to a current persons count and is greater than the threshold.

52. (Cancelled)

53. (Previously Presented) A method as defined in claim 1, further comprising:

counting the audience members in the audience of the receiver to produce a count; adding the audience member to the log of audience members for the program when the probability is greater than a threshold and the count is equal to a number of logged in audience members; and

prompting the audience member to enter an audience member identification when the probability is less than the threshold and the count is not equal to the number of logged in audience members.

54. (Previously Presented) A method as defined in claim 1, further comprising applying a heuristic to determine the probability that the audience member is in the audience of the program being viewed at the first location.

55. (Previously Presented) A method as defined in claim 54, further comprising: counting the audience members in the audience of the receiver to produce a count;

adding the audience member to the log of audience members for the program when the probability is greater than a threshold and the count is equal to a number of logged in audience members; and

prompting the audience member to enter an audience member identification when the probability is less than the threshold and the count is not equal to the number of logged in audience members.

56. (Previously Presented) A method as defined in claim 54, further comprising applying the heuristic based upon a number of times that the audience member viewed programs at the first location during a corresponding day part.

57. (Previously Presented) A method as defined in claim 54, wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a variable as a function of a number of times that the audience member has viewed programs at the first location and a number of times that an audience measurement system at the first location was turned on.

58. (Previously Presented) A method as defined in claim 57, wherein the

determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part and a number of times that an audience measurement system at the first location was turned on during the predetermined day part.

59. (Previously Presented) A method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part over a predetermined amount of time and a number of times that an audience measurement system at the first location was turned on during the predetermined day part over the predetermined amount of time.

60. (Previously Presented) A method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined amount of time and a number of times that an audience measurement system at the first location was turned on during the predetermined amount of time.

61. (Previously Presented) as defined in method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part and by a SID and a number of times that an audience measurement system at the first location was turned on by the predetermined day part and by the SID.

62. (Previously Presented) A method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part over a predetermined amount of time and by a SID and a number of times that an audience measurement system at the first location was turned on during the predetermined day part over the predetermined amount of time and by the SID.

63. (Previously Presented) A method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number



of times that the audience member has viewed programs at the first location during a predetermined amount of time and by a SID and a number of times that an audience measurement system at the first location was turned on during the predetermined amount of time and by the SID.

64. (Previously Presented) A method as defined in claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a SID and a number of times that an audience measurement system at the first location was turned on by the SID.

65. (Cancelled)

66. (Cancelled)

67. (Previously Presented) A method as defined in claim 54, further comprising storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

68. (Previously Presented) A method as defined in claim 1, further comprising determining the probability that the audience member is in the audience of the program being viewed at the first location based upon both tuning history and tuning style.

69. (Previously Presented) A method as defined in claim 68, wherein the tuning style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

70. (Cancelled)

71. (Cancelled)

72. (Cancelled)

73. (Cancelled)

74. (Cancelled)

75. (Previously Presented) A method as defined in claim 68, wherein the

determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has viewed programs at the first location during a corresponding day part.

76. (Previously Presented) A method as defined in claim 68, further comprising: storing audience identification data in tables; and

collapsing the tables if the tables contain insufficient data to make a prompting decision.

77. (Previously Presented) A method as defined in claim 1, further comprising: determining the probability that the audience member is in the audience of the program being viewed at the first location based upon a tuning style;

determining a variable as a function of a number of times that the audience member has viewed programs at the first location and a number of times that an audience measurement system at the first location was turned on; and

prompting the audience member to enter the audience member identification if the variable is not greater than a second threshold and if the probability is not greater than the threshold.

78. (Previously Presented) A method as defined in claim 77, wherein the timing style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

79. (Cancelled)

80. (Cancelled)

81. (Cancelled)

82. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part and a number of times that an audience measurement system at

the first location was turned on during the predetermined day part,

83. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined day part over a predetermined amount of time and a number of times that an audience measurement system at the first location was turned on during the predetermined day part over the predetermined amount of time.

84. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined amount of time and a number of times that an audience measurement system at the first location was turned on during the predetermined amount of time.

85. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part and by a SID and a number of times that an audience measurement system at the first location was turned on by the predetermined day part and by the SID.

86. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a predetermined day part over a predetermined amount of time and by a SID and a number of times that an audience measurement system at the first location was turned on during the predetermined day part over the predetermined amount of time and by the SID.

87. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location during a predetermined amount of time and by a SID and a number of times that an audience measurement system at the first location was turned on during the predetermined amount

of time and by the SID.

88. (Previously Presented) A method as defined in claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location by a SID and a number of times that an audience measurement system at the first location was turned on by the SID.

89. (Cancelled) The method of claim 77 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

90. (Cancelled) The method of claim 77 further comprising:

initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and

executing the method only after the passage of a predetermined amount of time from the initial prompting.

91. (Currently Amended) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a variable representative of a likelihood an audience member is present in an audience of a program being viewed at a first location based on historical tuning information of the audience member during a corresponding time interval;

add the audience member to a log of audience members for the program when the probability is greater than a threshold;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold; and

upload the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

92. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable

representative of the likelihood the audience member is present in the audience of the program by computing a probability the audience member is present in the audience.

93. (Previously Presented) An article of manufacture as defined in claim 92 wherein the probability is computed based upon a number of times that the audience member has viewed programs at the first location during a corresponding day part.

94. (Cancelled)

95. (Cancelled)

96. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the program based on a number of times that the audience member has historically viewed programs at the first location.

97. (Previously Presented) An article of manufacture as defined in claim 96, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the program based on a number of times that an audience measurement system at the first location has been turned on.

98. (Previously Presented) An article of manufacture as defined in claim 96, wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the variable is substantially equal to a current persons count,

99. (Previously Presented) An article of manufacture as defined in claim 96, wherein the number of times that the audience member was historically in the audience of at first location and the number of times that an audience measurement system at the first location has been turned on are referenced to a predetermined day part.

100. (Previously Presented) An article of manufacture as defined in claim 96, wherein the number of times that the audience member was historically in the audience of at the first location and the number of times that an audience measurement system at the first location has been turned on are referenced to a predetermined source identification

(SID) code.

101. (Previously Presented) An article of manufacture as defined in claim 96, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the program based upon at least one of tuning style or tuning patterns.

102. (Cancelled)

103. (Previously Presented) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the program using a heuristic.

104. (Previously Presented) An article of manufacture as defined in claim 103, wherein the heuristic utilizes at least one of: a number of times that the audience member has viewed programs at the first location; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that an audience measurement system at the first location is turned on; or whether the audience member is logged in.

105. (Previously Presented) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the program of the receiver based upon tuning style,

106. (Previously Presented) An article of manufacture as defined in claim 105, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the program of the receiver based on tuning history.

107. (Previously Presented) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the

program by computing a likelihood based upon past audience composition and tuning habits.

108. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the audience member has already entered the audience member identification.

109. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to wait a pre-determined amount of time between prompting decisions.

110. (Previously Presented) An article of manufacture as defined in claim 109, wherein the machine readable instructions cause the machine to initially prompt the audience member to enter the audience member identification upon a detection that an audience measurement system at the first location has been turned on,

111. (Previously Presented) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to prompt or add the audience member to the log of audience members at intermittent prompting occasions.

112. (Previously Presented) An article of manufacture as defined in claim 111 wherein the intermittent prompting occasions are nominally separated from one another by a period  $T$ , and wherein the period  $T$  varies depending upon prior responses to the prompting.

113. (Previously Presented) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to:

count the audience members in the audience of the program to produce a count;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

add the audience member to a log of audience members for the program when the probability is greater than a threshold if the representative value is greater than the

threshold and if the count is equal to the number of logged in audience members.

114. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

store audience identification data in tables; and

collapse the tables if the tables contain insufficient data to make a prompting decision.

115. (Previously Presented) An article of manufacture as defined in claim 114 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

116. (Currently Amended) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a variable representative of a likelihood an audience member is present in an audience of a program being viewed at a first location based on a tuning history of the audience member during a corresponding time interval;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold;

add the audience member to a log of audience members for the program when the representative value is greater than the threshold; and

upload the log of audience members to a data collection server, the data collection server to receive one or locations.

117. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program by computing a probability the audience member is present in the audience.

118. (Previously Presented) An apparatus as defined in claim 117, wherein the



probability is computed based upon a number of times that the audience member has been in an audience of at first location during a corresponding day part.

119. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program based on a number of times that the audience member was historically in an audience at the first location.

120. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program based on a number of times that an audience measurement system at the first location has been turned on.

121. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

122. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program based upon at least one of tuning style or tuning patterns.

123. (Cancelled)

124. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program using a heuristic.

125. (Previously Presented) An apparatus as defined in claim 124, wherein the heuristic utilizes at least one of: a number of times that the audience member has been in an audience at the first location; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that an audience measurement system at the first location is turned on; or whether the audience member is logged in.

126. (Previously Presented) An apparatus as defined in claim 116, wherein the

processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program based upon tuning style.

127. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the program by computing a likelihood based upon audience composition and tuning habits.

128. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to suppress prompting of the audience member if the audience member has already entered the audience member identification.

129. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to wait a pre-determined amount of time between prompting decisions.

130. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to prompt or suppress the prompting at intermittent prompting occasions.

131. (Previously Presented) An apparatus as defined in claim 130, wherein the intermittent prompting occasions are nominally separated from one another by a period  $T$ , and wherein the period  $T$  varies depending upon prior responses to the prompting.

132. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to:

count the audience members in the audience of the receiver to produce a count;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

add the audience member to a log of audience members for the program if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

133. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to:

store audience identification data in tables; and

collapse the tables if the tables contain insufficient data to make a prompting decision.

134. (Previously Presented) A method as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording data indicative of historical tuning behavior for the person;

recording data indicative of current tuning behavior; and

comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

135. (Previously Presented) A method as defined in claim 134, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

136. (Previously Presented) A method as defined in claim 134, wherein recording the data indicative of historical tuning behavior comprises periodically prompting for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

137. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts increase over time.

138. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts depends upon distinctiveness of the recorded data.

139. (Previously Presented) An article of manufacture as defined in claim 184, wherein the machine readable instructions cause the machine to determine the probability that the person is in the audience by:

recording data indicative of historical tuning behavior for the person;

recording data indicative of current tuning behavior; and

comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

140. (Previously Presented) An article of manufacture as defined in claim 139, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

141. (Previously Presented) An article of manufacture as defined in claim 139, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

142. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

143. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on distinctiveness of the recorded data,

144. (Previously Presented) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by: recording data indicative of historical tuning behavior for the person;

recording data indicative of current tuning behavior; and

comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

145. (Previously Presented) An apparatus as defined in claim 144, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned,

duration of programs viewed, receivers viewed, or times of day.

146. (Previously Presented) An apparatus as defined in claim 144, wherein the processor is programmed to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

147. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

148. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

149. (Previously Presented) A method as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording a first set of data associated with the person;

recording a second set of data associated with a second person; and

comparing a recent set of audience inputs to the first and second sets of data.

150. (Previously Presented) A method as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data uses at least one statistical difference between the first and second sets of data.

151. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data comprises comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data .

152. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein recording the set of data associated with the individual

comprises periodically prompting for an audience member identification to associate recorded data with the audience member.

153. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts increases over time.

154. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts depends upon statistical distinctiveness between the first and the second sets of data.

155. (Previously Presented) An article of manufacture as defined in claim 184, wherein the machine readable instructions cause the machine to determine the probability that the person is in the audience by:

recording a first set of data associated with the person;

recording a second set of data associated with a second person; and

comparing a recent set of audience inputs to the first and second sets of data.

156. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

157. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data.

158. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate recorded data with the audience member.

159. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

160. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

161. (Previously Presented) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by: recording a first set of data associated with the person;

recording a second set of data associated with a second person; and

comparing a recent set of audience inputs to the first and second sets of data.

162. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

163. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first and second set of data.

164. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to periodically prompt for an audience member identification to associate recorded data with the audience member.

165. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to sequentially increase periods of time between periodic

prompts.

166. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

167. (Previously Presented) A method as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential

pairs of the tuning events; and

comparing the tuning events to the series of time intervals.

168. (Previously Presented) A method as defined in 167, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

169. (Previously Presented) A method as defined in 167 further comprising at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

170. (Previously Presented) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals



between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

171. (Previously Presented) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and identifying the individual causing the tuning events based on the comparisons.

172. (Previously Presented) An article of manufacture as defined in claim 184, wherein the machine readable instructions cause the machine to determine the probability that the person is in the audience by:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events;

comparing the tuning events to the series of time intervals.

173. (Previously Presented) An article of manufacture as defined in 172, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

174. (Previously Presented) An article of manufacture as defined in 172 wherein the machine readable instructions cause the machine to perform at least one of:

recording a series of channels or program identifiers associated with respective

ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

175. (Previously Presented) An article of manufacture as defined in 174, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

176. (Previously Presented) An article of manufacture as defined in 174, the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and identifying the individual causing the tuning events based on the comparisons.

177. (Previously Presented) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

comparing the tuning events the series of time intervals.

178. (Previously Presented) An apparatus as defined in 177, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

179. (Previously Presented) An apparatus as defined in 177 wherein the processor is programmed to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

180. (Previously Presented) An apparatus as defined in 179, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

181. (Previously Presented) An apparatus as defined in 179, the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and identifying the individual causing the tuning events based on the comparisons.

182. (Previously Presented) A method comprising:

determining a count of audience members of a program being viewed at a first location;

determining a probability that an unidentified person is in the audience of the program when the count is different from a number of audience members recorded in a log of audience members for the program;

selectively providing a prompt for an audience identification based on the probability; and

uploading the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

183. (Previously Presented) A method as defined in claim 182, wherein selectively providing the prompt for the audience identification based on the probability comprises: comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

184. (Previously Presented) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a count of audience members of a program being viewed at a first location; determine a probability that an unidentified person is in the audience of the program when the count is different from a number of audience members recorded in a log of audience members for the program;

selectively provide a prompt for an audience identification based on the probability; and

upload the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

185. (Previously Presented) An article of manufacture as defined in claim 184,

wherein the machine readable instructions cause the machine to selectively provide the prompt for the audience identification based on the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

186. (Previously Presented) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a count of audience members of a program being viewed at a first location;

determine a probability that an unidentified person is in an audience of the program when the count is different from a number of audience members recorded in a log of audience members for the program;

selectively provide a prompt for an audience identification based on the probability; and

upload the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

187. (Previously Presented) An apparatus as defined in claim 186, wherein the processor is programmed to selectively provide the prompt for the audience identification based on the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

188. (Previously Presented) A method comprising:

determining a first probability that a first audience member is in an audience at a first location;

determining a second probability that a second audience member is in the audience of the audience measurement system;

logging-in the first audience member with a first audience identification based on the first probability;

selectively providing a prompt for a second audience identification based on the second probability; and

logging-in the second audience member based on the second audience identification, wherein the first and the second audience members may be logged into the audience at the first location at the same time.

189. (Previously Presented) A method as defined in claim 188 wherein selectively providing the prompt for the second audience identification based on the second probability comprises:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

190. (Previously Presented) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a first probability that a first audience member is in an audience of a receiver;

determine a second probability that a second audience member is in the audience of the receiver;

log-in the first audience member with a first audience identification based on the first probability;

selectively provide a prompt for a second audience identification based on the second probability; and

log-in the second audience member based on the second audience identification,, wherein the first and the second audience members may be logged into the audience of the receiver at the same time.

191. (Previously Presented) An article of manufacture as defined in claim 190, wherein the machine readable instructions cause the machine to selectively provide the prompt for the second audience identification based on the second probability by:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

192. (Previously Presented) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a first probability that a first audience member is in an audience of a receiver;

determine a second probability that a second audience member is in the audience of the receiver;

log-in the first audience member with a first audience identification based on the first probability;

selectively provide a prompt for a second audience identification based on the second probability; and

logging-in the second audience member based on the second audience identification, wherein the first and the second audience members may be logged into the audience of the receiver at the same time.

193. (Previously Presented) An apparatus as defined in claim 192, wherein the processor is programmed to selectively provide the prompt for the second audience identification based on the second probability by:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.